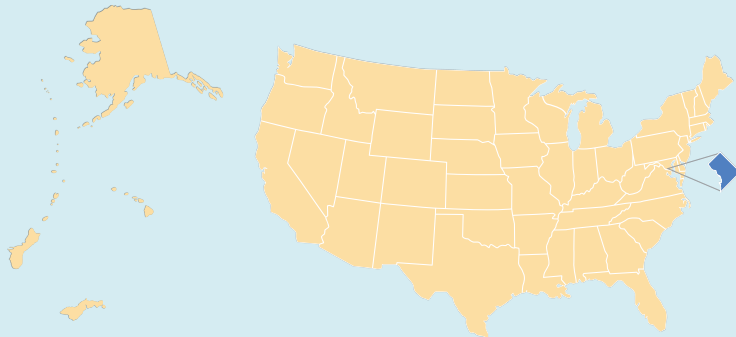



# FDA Regulation To Protect Public Health

## Protecting Millions of Kids from Buying Tobacco



 Contracts to conduct inspections in 56 states and territories.

More than **363,000** inspections show retailers actively keeping tobacco away from kids

More than **22,900** warning letters issued to retailers for violating the law

More than **2,800** civil money penalties issued

## Population Assessment of Tobacco and Health (PATH) Study













FDA and NIH are collaborating to conduct a **national longitudinal study of tobacco users** to monitor and assess the behavioral and health impacts of the Tobacco Control Act.

The study will follow more than **60,000 users and nonusers** of tobacco products and those at risk for tobacco use ages 12 and older.

Data will be **collected annually** beginning in fall 2013 and will provide information on tobacco use initiation, patterns of use, cessation, and relapse, giving us a better understanding of the impact of tobacco control regulations.



## FDA Tobacco Product Regulation

September 2009		Banned flavored cigarettes, making them less appealing to kids
March 2010		Restricted youth access to tobacco products
June 2010		Banned misleading advertising to avoid misperception that products are safer
June 2010		Established new smokeless tobacco warnings to communicate health risks
March 2012		Established list of harmful and potentially harmful constituents
March 2012		Issued draft guidance on submitting a Modified Risk Tobacco Product Application
June 2013		Announced first decisions to authorize and deny marketing of new tobacco products
July 2013		Issued an advanced notice of proposed rulemaking to invite public input on menthol in cigarettes and released a preliminary scientific evaluation about menthol
September 2013		Awarded \$53 million to establish 14 Tobacco Centers of Regulatory Science
February 2014		Launched "The Real Cost," CTP's first public education campaign to help prevent youth tobacco use
February 2014		Issued first orders to stop the sale and distribution of currently marketed tobacco products
April 2014		Proposed rule to extend its tobacco authority to cover additional tobacco products